

Message Text

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ACTION EB-08

INFO OCT-01 EA-12 ISO-00 COME-00 TRSE-00 ICA-20 XMB-04
AID-05 STR-07 AGRE-00 LAB-04 CEA-01 CIAE-00
INR-10 NSAE-00 DOE-15 SOE-02 /089 W
-----064307 270221Z /73

P 270123Z APR 78
FM AMEMBASSY WELLINGTON
TO SECSTATE WASHDC PRIORITY 5436
INFO AMEMBASSY CANBERRA
AMCONSUL AUCKLAND BY POUCH

UNCLAS WELLINGTON 02117

E.O. 11652:N/A
TAGS: ETRD, BEXP, NZ
SUBJECT: INTERAGENCY TASK FORCE TO DEVELOP A NATIONAL
EXPORT POLICY

REF: (A) STATE 095673; (B) STATE 093210;
(C) WELLINGTON 2608

1. WITH REGARD TO SPECIFIC TRADE PROMOTION PROGRAMS,
WE BELIEVE THAT TRADE MISSIONS, CATALOG SHOWS,
AND VTRS ARE PARTICULARLY COST-EFFECTIVE IN NEW ZEALAND.
THESE ARE THE TYPES OF EVENTS WE WILL BE SEEKING
INCREASINGLY IN OUR FUTURE COMMERCIAL ACTION PROGRAMS,
AS THEY ARE TAILOR-MADE TO THIS MARKET AND TO THE U.S.
BUSINESSMAN'S PERCEPTION OF THIS MARKET. IN ADDITION, WE
HAVE FOUND THE FOREIGN BUYER PROGRAM AN INVALUABLE ASSET,
AND HAVE BEEN HIGHLY PLEASED WITH OUR EFFORTS TO DATE TO
CONSTRUCT A MEANINGFUL VISIT USA PROGRAM. SOME OTHER
TRADITIONAL COMMERCIAL ACTIVITIES ARE, FOR NEW ZEALAND,
OF MARGINAL UTILITY AT BEST, AND WE WOULD HOPE THAT AS
THE DELIBERATIONS OF THE INTERAGENCY TASK FORCE PROCEED,
PROGRAMS WHICH ARE NOT PAYING THEIR WAY AND MORE WILL BE
SUBJECTED TO CLOSE SCRUTINY. WE OFTEN FIND, AND STUDY
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OF THE PERSONPOWER RESOURCE TABLES OF MANY COUNTRY
COMMERCIAL PROGRAMS WILL CONFIRM, THAT OUR COMMERCIAL
RESOURCES OVERSEAS ARE CONCENTRATED TOO HEAVILY ON
REACTIVE PUBLIC-SERVICE FUNCTIONS WHICH OFFER ONLY MINIMAL
PAY-OFF FOR U.S. EXPORTERS, AND NOT HEAVILY ENOUGH ON
THOSE ACTIVITIES WHICH ARE AGGRESSIVE IN THEIR NATURE AND
COST-EFFECTIVE IN THEIR RESULTS.

2. IN A GENERAL VEIN WE WELCOME THE MORE
AGGRESSIVE POLICY BY THE EXPORT-IMPORT BANK. GIVEN THE
TIGHT ECONOMIC SITUATION HERE, ATTRACTIVE FINANCING WILL
BE EVEN MORE IMPORTANT IN SECURING CONTRACTS FOR MAJOR
SALES OF U.S. PRODUCTS AND THE NEW STANCE OF EXIM WILL
ADD TO OUR GENERAL COMPETITIVENESS IN THE MARKET.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: POLICIES, EXPORTS, INTERAGENCY COMMITTEES
Control Number: n/a
Copy: SINGLE
Draft Date: 27 apr 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978WELLIN02117
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780179-0624
Format: TEL
From: WELLINGTON
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t1978047/aaaaaftm.tel
Line Count: 70
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 31aa61b2-c288-dd11-92da-001cc4696bcc
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 STATE 95673, 78 STATE 93210, 78 WELLINGTON 2608
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3007317
Secure: OPEN
Status: NATIVE
Subject: INTERAGENCY TASK FORCE TO DEVELOP A NATIONAL EXPORT POLICY
TAGS: ETRD, BEXP, NZ
To: STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/31aa61b2-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014